

ORDER



Orders
Order / Rev: 47020
Alt Order #: 9782023 /Brad
Product Desc: AMER FOR PROSPERITY
Estimate: 479
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/03/12 / 08/06/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	58	\$39,500.00	\$33,575.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$39,500.00	\$33,575.00	0.00
Totals	58	\$39,500.00	\$33,575.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	27%	\$39,500.00
Market	100%	\$146,296.30

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$76,074.07
WHTM	10%	\$14,629.63
WLYH	0%	\$0.00
WPMT	11%	\$16,092.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	09/04/12	09/07/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF - -	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -		4				\$200.00		0.00			
E 2	WHP	09/04/12	09/07/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF - -	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -		4				\$200.00		0.00			
E 3	WHP	09/04/12	09/07/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -		4				\$250.00		0.00			

Advertiser:	Americans for Prosperity
Product Desc:	AMER FOR PROSPERITY
Estimate:	479

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WHP	09/05/12	09/07/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W-F--		2				\$650.00		0.00			
E 5	WHP	09/04/12	09/07/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TWTF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$950.00		0.00			
E 6	WHP	09/04/12	09/07/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$1,000.00		0.00			
E 7	WHP	09/04/12	09/07/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	-TWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3				\$300.00		0.00			
E 8	WHP	09/04/12	09/07/12	Letterman Letterman	CM	1135p-1235a	-TWTF--	:30	3	\$125.00	P-1	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3				\$125.00		0.00			
E 9	WHP	09/04/12	09/04/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$2,400.00		0.00			
E 10	WHP	09/04/12	09/04/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$2,100.00		0.00			
E 11	WHP	09/04/12	09/04/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$1,650.00		0.00			
E 12	WHP	09/05/12	09/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$1,850.00		0.00			
E 13	WHP	09/06/12	09/06/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$2,200.00		0.00			
E 14	WHP	09/07/12	09/07/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$1,250.00		0.00			
E 15	WHP	09/07/12	09/07/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,675.00	P-1	0.00	NM	1	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$1,675.00		0.00			
E 16	WHP	09/08/12	09/08/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	2	\$400.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	09/03/12-09/09/12	SEC Day Game		Various	-----Sa--	:30		(\$400.00)		0.00	NM		
				See MG 19.3, 19.4, 19.5, 19.6 [Program Change]											
	2	WHP	09/03/12-09/09/12	SEC Day Game		Various	-----Sa--	:30		(\$400.00)		0.00	NM		
				See MG 19.3, 19.4, 19.5, 19.6 [Program Change]											

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WHP	09/08/12	09/08/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-			1		\$250.00	0.00					
E 18	WHP	09/08/12	09/08/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-			1		\$250.00	0.00					
E 19	WHP	09/08/12	09/08/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	2	\$500.00	P-1	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-			2		\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	09/03/12-09/09/12		Sat Reg 2		9p-10p	-----Sa--	:30		(\$500.00)		0.00	NM		
See MG 19.3,19.4,19.5,19.6 [Program Change]															
2	WHP	09/03/12-09/09/12		Sat Reg 2		9p-10p	-----Sa--	:30		(\$500.00)		0.00	NM		
See MG 19.3,19.4,19.5,19.6 [Program Change]															
3	WHP	09/03/12-09/09/12		Sun Reg 3			-----Su	:30		\$1,850.00		0.00	NM		
Ⓜ MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
4	WHP	09/04/12-09/07/12		CBS This Morning			-TWThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
5	WHP	09/04/12-09/07/12		CBS This Morning			-TWThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
6	WHP	09/08/12-09/09/12		Sa 1130p-1230a			-----Sa--	:30		\$50.00		0.00	NM		
Ⓜ MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
E 20	WHP	09/08/12	09/08/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-			1		\$175.00	0.00					
E 21	WHP	09/08/12	09/08/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----S-	:30	2	\$150.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-			2		\$150.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	09/03/12-09/09/12		Sa-Su Eve News		6p-630p	-----Sa--	:30		(\$150.00)		0.00	NM		
See MG 19.3,19.4,19.5,19.6 [Preempted by NSM]															
2	WHP	09/03/12-09/09/12		Sa-Su Eve News		6p-630p	-----Sa--	:30		(\$150.00)		0.00	NM		
See MG 19.3,19.4,19.5,19.6 [Preempted by NSM]															
E 22	WHP	09/09/12	09/09/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S			2		\$300.00	0.00					
E 23	WHP	09/09/12	09/09/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S			1		\$225.00	0.00					
E 24	WHP	09/09/12	09/09/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S			2		\$1,650.00	0.00					
E 25	WHP	09/09/12	09/09/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

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WHP-TV CBS21

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E 25	WHP	09/09/12	09/09/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S		1			\$1,400.00		0.00				
E 26	WHP	09/09/12	09/09/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S		1			\$175.00		0.00				
E 27	WHP	09/10/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$200.00		0.00				
E 28	WHP	09/10/12	09/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$200.00		0.00				
E 29	WHP	09/10/12	09/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$250.00		0.00				
E 30	WHP	09/10/12	09/10/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$650.00		0.00				
E 31	WHP	09/10/12	09/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$950.00		0.00				
E 32	WHP	09/10/12	09/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$1,000.00		0.00				
E 33	WHP	09/10/12	09/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$300.00		0.00				
E 34	WHP	09/10/12	09/10/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		1			\$125.00		0.00				
Totals													58	\$39,500.00	